LOCHMEDE

Vol. II. WINTER PARK, FLORIDA, FRIDAY, MAY 25, 1888. No. 21.

MAY.

[TABLE TALK.]

The bonny-footed May! Look, where she comes,
Besprigged and fragrant, tossing her tresses
On the air, and tripping her measure
To fit the melody of birds!
Love, Youth and Joy are hers—the Earth is hers;
And now, enthroned, she sits, while round her feet
The fields—all animate, new-lived, new-decked
For her sweet sake—are merry with the skip
Of dancers. * * * *
O, May! fairer art thou than all thy kin;
And, though my poor brow be creased and frost-bound,
Yet will my heart leap warm to welcome thee.
Back to the kind-remembered years thou'lt take me—
Back to the days when joy did ne'er forsake me—
Back to the hours when sorrow sheathed her sting,
And Life cajoled me with eternal Spring.

—*Joseph Whitton.*

MAY IN FLORIDA.

The writer of the little poem above is probably addressing especially the May of the North, which certainly has much to make it beautiful, especially in the eyes of those who now first begin to see nature fairly alive and green again, after months of apparent death, and who are just approaching the annual emancipation from furnace fires in their houses. Think of it, you happy Floridians, who saw the flowers spring and the new leaves start in January! The four months in which we have enjoyed such glorious weather, and have seen our trees bloom and our peaches get fully ripe, in which we have had strawberries and fresh vegetables, and shipped such quantities of them to our frost-bound friends up north—these have been months of snow and ice, mud and slush, up there, only now giving place to drier and more settled weather, with green leaves and flowers.

But, they write to us, is it not dreadfully hot down there in Florida? and then go on to say that they still have it rather chilly and have not been able to give up their furnace fires yet. And we, getting their letters just as the sun goes down after a bright, warm day, and we are standing out in the still, cool air of evening watching the red and gold of the sunset, look back at our day just passed, and remember, truly, that for a few hours in the middle of the day the sun was hot, if we were obliged to be out in it long, but a good part of the time it was obsdured by clouds, and we had a splendid shower, that washed and brightened up everything green, and made the birds sing for very joy at the beautiful world they had to live in. All day, too, the breeze from the ocean, blowing across our narrow peninsula, has been so strong that we could only admit it with precautions against its blowing everything away, and against catching cold by getting it too directly upon our heads. All this does not suggest a combination that is "dreadfully hot", by any means. It is in fact one which contains all the necessary elements for so regulating matters that we may be extremely comfortable. It is warm enough to free us from the burden of unnecessary clothing, and the breeze prevents excessive heat. Our days are like those perfect "days in June", which the English poet sings of in his more northern latitude, when with sun and wind and shower Nature touches all the chords of life, and "tries the earth, if it be in tune," and assuredly she finds this part of it respond with a full-toned harmony that can leave no doubt as to its being in tune in every string. If testimony were needed, the rank growth and fresh color of everything green, the songs of birds in the trees, the piping of frogs in the ponds, and the healthy life of everything, from man down to alligator, must convince the most skeptical that there is nothing very seriously out of tune in their natural surroundings. With so much that is beautiful around us, and so many elements of comfort, it is not surprising that after becoming accustomed to our climate, and learning to adapt themselves to it, most people prefer our summer to our winter, although the latter seems so beautiful to our tourist visitors that they come a thousand miles or more to enjoy it.

But is not all your pleasant weather done with now, and are you not looking forward with dread to the long hot summer yet before you? This question is put in good faith by those who do not know better, and they hardly know what to think of the easy smile with which it is received by the seasoned Floridian, who if he has ever spent a summer north, remembers with a lively perspiration at the thought of them, the so-called "dog-days," when he saw hotter and more thoroughly uncomfortable weather than he ever saw in Florida, when business was becalmed, the cities seemed deserted, and all the world reminded him of the "painted ship upon a painted ocean", just lying still and broiling under the sun, or "stewing in its own juice" in the muggy, sticky weather. Oh, how he longed for breezy Florida, where neither heat nor cold ever prevented anybody from going about his daily work with reasonable satisfaction and comfort. Oh, no, it is for those who live in higher latitudes, and where the land is broader between seas, to dread the extremes of both heat and cold. We have neither, but a comfortable medium all the time, which when once one becomes accommodated to it, gives him no occasion for dread either way. He passes on from season to season, with changes so comparatively slight that they hardly attract his attention, excepting as he sees the face of nature respond to them, showing the same alternations of growth that are seen farther north. The only difference being that here vegetable life is never entirely suspended, and some phenomena appear which seem strange to a northern observer. One which indicates some of the characteristics of our climate may be mentioned as an example. Everybody is familiar with the rings in the cross-section of a tree, and in higher latitudes these

may be pretty well depended upon to indicate the number of years in the tree's life, since there is there one well-defined season of new growth every year, followed by a season of rest, when the new wood hardens, each period of growth and hardening adding a new ring to the tree. Here, however, growth may take place through so large a part of the year, that the tree seizes upon slighter pretexts for stopping to rest occasionally, and so it quite generally happens that the first start in the spring will be followed by a rest and hardening during the drier weather of March to May, and then a new period of growth will come on when the summer rains begin, to be followed by a rest in the fall. Thus two rings of growth will be added every year instead of one, and it may even happen that a short rainy season, followed by warm, growing weather in the early winter, will add a third ring in those trees which do not shed their leaves. This accounts for the rapid growth of some of our trees, and has led northern botanists into serious errors in estimating their age and the time required to reach a certain size. For men and trees alike, Florida is the place to live and grow all the year round, with neither heat nor cold to interfere.

Our Sugar Prospects.

One of our readers asks for a comparison of the results of sugar-cane growing, from the experiments at St. Cloud, with the industry in Louisiana. To treat this subject as thoroughly and exhaustively as its importance merits, it should be written up by a competent sugar expert, one who has had experience both here and in Louisiana, but we can give our friend an outline of the most salient points desired, as obtained from Capt. Rose and the Louisiana experts who came to aid with their experience in making the tests as thorough as possible.

As to soil it is well known that we have the most fertile in the world, and in this respect Louisiana can never hope to compete with us; in fact, both by analysis and practical results it has been proved that our soil produces the best results after several years of cultivation.

As to the cane, while it grows more rapidly and much larger here than in Louisiana, the difference in season is much more to our advantage than is generally supposed. In Louisiana, we are informed, cane never matures and tassels before the frost strikes it; consequently the farmers are forced to commence grinding before the cane is capable of yielding its best results, the juice at this season showing only about 6° or 6½° density, and during the entire grinding season it rarely exceeds 8°. Here our grinding season need not commence until the cane is fully matured and tasseled, when the best results are obtainable. This season is hardly a fair comparison for us, as the mill was not ready for grinding until the latter part of February, after the next growing season had set in, and it is well known that where cane starts its second growth it injures it for sugar making. But even under these disadvantages this year's comparison will not be to our detriment, as our poorest test, late as it was, showed a fraction over 7°, and a test made on the 23d day of March showed up a full 10°. If Florida can show such a test under such disadvantageous circumstances, what may we reasonably expect when tests are made with everything in prime condition?

It has been stated that on account of the rapid growth of our cane the juice would contain a much greater degree of water, which would evaporate in the manufacture of sugar and thus decrease the yield to, if not below, that obtained in Louisiana. While this statement may seem plausible it is a bare assertion merely, for the actual tests made prove that there is about 46 per cent. more saccharine matter in our cane than in that produced in Louisiana.

To sum it all up, we have more fertile soil, which means larger, and a much greater yield of cane per acre; a longer season for cane to mature, which increases both quantity and quality of juice, making a difference of from 2° to 5° density in our favor; and about 40 per cent. more saccharine, or sugar making, matter in our cane.

If sugar making pays in Louisiana, why can we not make a fortune out of it here?—*Kissimmee Leader.*

California Laughs at Us.

FLORIDA FENCES.—The keeping up of fences in this State is no small item, especially as pine posts seldom last over three years, and the boards soon decay where they are nailed. The same destruction goes on in the old-fashioned worm or rail fence. The cost of keeping up the fences of the State is simply enormous, and the money thus spent would buy, at a fair price, every head of cattle and hogs in the State, against which the people have to fence.—*Florida Agriculturist.*

And yet wonder why you don't boom!—*California Citrograph.*

Huckleberries are coming into market quite plentifully, reports the Fort Myers *Press.* They are fine this season, and readily command ten cents per quart.

THE
Seminole Pharmacy
WINTER PARK.

Physicians' Prescriptions the special part of our business.

COMPETENCY ASSURED.

J. L. B. EAGER, M. D., Proprietor.

J. H. LAMAY,
The Winter Park Painter.
Work Done by Contract or by the Day.
Wall Decorating Promptly Done.
LIVE HERE AND WORK AT IT.

J. L. WILKES & CO.,
SAW AND PLANING MILL
The Only One in Winter Park or Vicinity.
Large quantities of seasoned and unseasoned lumber always on hand and for sale at lowest prices. All orders promptly and satisfactorily filled.
P. O. ADDRESS, LOCK BOX NO. 22, - - WINTER PARK, FLA.

Profits of Orange Growing.

Some time ago we published the following from the Ocala *Banner*:

"Does orange growing pay? We answer this question by the following statement: A twelve year old orange grove of sixteen acres in this county has cost to date, land, setting trees, etc., $18,000. Since then the receipts from the sale of fruit have been $56,000."

The item attracted considerable attention, and a number of inquiries have been sent us regarding it. R. M. T. of Orange City, in a letter we published some time since, said:

That reads very well, doesn't it? But I don't think it is explicit enough in its statement—it is too broad.

I would like to ask the following questions for the benefit of myself and your many readers. A little more light thrown on this question may do us all good: Was the grove of seedling or budded trees? How many years has the grove been in bearing? Is the $56,000 the gross or net receipts? If it is the gross receipts, then, in my opinion, the profit from this grove would be very small, indeed. We should like to hear more about it.

We referred the above to the editor of the *Banner*, and in the last issue of that paper he says:

"The grove referred to in the above extract is that belonging to the Dunn Bros., at Citra, and the figures were furnished us by Mr. John F. Dunn, the senior member of the firm. It is a budded grove, on hammock land, and was set out in 1875. It has been bearing about ten years. The $56,000 is the net returns for the sale of the fruit, and the $18,000 is the entire cost of the grove, including the price paid for the land, planting, budding, and working the trees to date.

An accurate account of the earnings and expenses of the grove has been kept, and the one side foots up $56,000, the other $18,000, making the net profits for the ten years $38,000. If sixteen acres of dirt in any other State, planted to any other crop, will show better returns, we should like to see a statement of it given."—*Florida Dispatch.*

It is reported that phosphate beds have been found in Sumter county.

THE PIONEER STORE

IN

WINTER PARK,

A. H. PAUL, PROPRIETOR

Would respectfully announce to the citizens of Winter Park and vicinity, that he has bought of Mr. J. R. Ergood his stock of

GROCERIES AND GENERAL MERCHANDISE,

and will aim to keep up the reputation of the store, by keeping a

LARGE AND WELL ASSORTED STOCK

of the best goods that can be bought, and at prices that defy competition, for the same quality of goods, and he hopes by gentlemanly and courteous treatment to merit his share of the public patronage. His facilities for getting

FINE ALDERNEY CREAMERY BUTTER

and keeping it in cold storage, insure to his customers a good article in the best possible condition.

HAY, OATS AND GRAIN

at bottom prices. Come and see. Respectfully,

A. H. PAUL.

CHARLES J. LADD,

HARDWARE HARDWARE

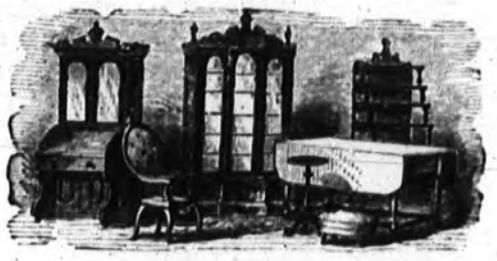
WINTER PARK DRUG STORE,
SOUTHERN EXPRESS AGENCY,
SOUTHERN BELL TELEPHONE AND TELEGRAPH OFFICE,
ORLANDO STEAM LAUNDRY.

COR. EAST PARK AVENUE AND THE BOULEVARD,

WINTER PARK, - - - FLORIDA.

Furniture Headquarters!

ALSO
Leaders
IN ALL KINDS
— OF —
HARDWARE
AND
House Furnishing
GOODS.



C. A. BOONE & CO.

STOVES.
Tin, Wood
AND
WILLOW WARE.
LAMPS,
CROCKERY and
GLASSWARE.

ORLANDO, - - - - FLORIDA.

LOCHMEDE,

PUBLISHED EVERY FRIDAY.

In the Midst of the Lochs.

Subscription, $1.50 per year, in advance.

Advertisements at reasonable rates. Terms on application.

Communications by mail should be addressed to J. B. HESCK, JR., Longwood, Fla.

Office at Winter Park with Chas. J. Ladd.

Entered at the post-office at Winter Park as second class mail matter.

WINTER PARK, MAY 25, 1888.

JOTTER, we hear is sick this week, and had it not been for the kind remembrance of other friends, our local notes would have been conspicuous by their absence. We trust Jotter may be on deck again next week, but shall be none the less glad to hear from our other friends on that account. Variety is the spice of newspapers as well as some other things, and the more the merrier applies to local contributions with peculiar force. Send us your notes, friends, and do not be bashful about writing anything that you think would be an interesting or profitable subject of conversation for your neighbors.

WE are glad to notice the successful opening of phosphate beds on Peace river. One of the heaviest bills which our State has to pay every year is that for its fertilizers, and any chance to keep part of the money at home should be welcomed and encouraged. As a matter of personal economy a man can well afford to pay ten per cent. more for an article to his near neighbor, than he would get it for abroad, because one way or another, at least ten cents out of every dollar spent at home will come back to him, while the proportion of that sent abroad which ever gets back to him is too small to be found. Hence if he gets an article at home for less than ten per cent. advance on distant prices, he may fairly count the difference as so much clear gain to him.

ONE of the economical needs of Florida is a paper mill. A thousand tons a year is a low estimate of the rags and old paper now going to waste in this State, which might be saved if we had a mill to take it. It is now burnt to get rid of it, and any price would be better than that. It could therefore, be had for but little more than the cost of collection. This resource would materially lessen the risk of possible loss in establishing a mill to work up our natural product of paper stock from the palmetto and other plants, which has been enough by itself to tempt serious consideration from paper makers. It should not be forgotten, too, that the long distance we now have to bring all our paper from northern markets, makes the price here half to one cent per pound higher than it is in New York.

PEACHES are not bearing so well as last year, but still a good tree yields half a bushel or more, and that pays very well. The fruit is selling for $9.50 to $10.00 per bushel in New York, and of this the express and commission take about $4.00, leaving $5.50 to $6.00 for the grower, or about $3.00 per tree. At fifteen feet apart there are 200 or more trees to an acre, which as above would yield $600 net returns for fruit. Allowing $150 for fertilizers and work for a year, we have left a clear profit of $450 per acre, which is certainly not very bad. Peaches do not do so well after a warm winter, like the last, while oranges do better, and so peaches have been resorted to since the freeze of 1886 as an alternate for oranges, but from the above it would seem that even in their off years they make a very able second to our orange crop. Those who have planted them are finding that they have "builded better than they knew."

EVERY Floridian is interested in any addition made to the resources of any part of the State, and the favorable showing of the experiments in sugar making near Kissimmee, which we print on another page, must therefore be a matter for self-congratulation to all, as well as to those immediately interested. The more different things we can make successful here the better for all, since they all help our reputation abroad, and our prosperity at home. Whatever comes into the State for sugar is just so much added to the general wealth, and makes so many more to help pay the public bills, as well as to add to the volume of private business. Then too, in case of partial failure of one crop, we are not all poor together, and if the orange grower is poor he can find employment in helping his more fortunate neighbor in his cane-field. Laboring men thrown out in one place can find employment in another, and thus the wheels are kept moving. The successful start we have made in peach growing is another help in the same direction.

THE chronic scarcity of money in Florida, a State which exports so much that is valuable, is a forcible lesson in political economy. If by any means we can develop our home industries to the point of supplying our principal wants, so that we may keep some of the money we receive for our produce in circulation here, instead of sending it all right away again for fertilizers, canned goods, hay and grain, and other prime necessities of life, we shall have some chance to get rich and and accumulate a little home capital, so that we may not always be obliged to borrow from abroad and return all our profits in interest to the money lenders. From them that have not shall be taken away even that which they have. Let us see to it that we have, in order that to us may be given. That is, let us encourage home

industries in every way we can. Whatever we do for them is bread cast upon the waters, sometimes with a string to it, and is pretty sure to return to us, not after many days, in this rapidly developing country, but often after a very few.

Peace River Phosphate Beds.

It will certainly be good news to the people of Florida to hear that the phosphate deposits on Peace river, in DeSoto county, are a splendid reality. And, better still, that the work of preparing the fertilizer for market is being pushed rapidly. At Arcadia a mile and a half tramway connects the beds with the Florida Southern railway, and shipments to Atlanta will be made this week. Machinery for crushing and preparing the phosphates is on the way, to be set up near the deposits. Experts claim sixty-six per cent. pure phosphate in the crude rocks as found on the banks of Peace river, and it is certainly not far from correct, as the stones appear to be almost wholly of bones and shells. Remains of the mastodon are numerous. The shell of a turtle species has been found, that those experienced in such matters say must have been twelve feet across at the widest part. It is astonishing that no notice of the deposits was given to the world until five or six months ago. Yet few could be so ignorant as to fail to understand at once that the outcroppings showed their remarkable character. A grape vine growing wild near one of these beds is six inches through the trunk and covers a large live oak, showing what the phosphates will do for grapes. A visit to these beds is full of interest.—*Cor. Florida Dispatch.*

JOTTINGS.

Letters received from Rev. Mr. Potter state that he will probably be at home again by the 29th inst.

Through the warm weather the Library will only be open once a week; from four to six o'clock, Saturday afternoons.

Rev. Dr. Alden will preach at White's Hall on Sunday morning, 27th inst., supplying the pulpit of the Methodist church. This will be the last opportunity to hear the gentleman preach before his return to the North, early in the week.

The C. L. S. C. met at Dr. Brecht's on the evening of May 21st, and were guided by Mrs. Robinson on a very delightful tour in Canada, starting at Niagara, and spending some time in the beautiful city of Toronto, viewing its many fine buildings, and learning of its numerous churches and institutions of learning. We were also introduced to the Mayor of the city, who, we were glad to learn, is a strong temperance man, and was elected to his office on that issue. Our Historian, Mr. Maxson, then gave us an interesting recital of many notable events that have occurred at various places within the Dominion of Canada, and some men of letters, Messrs. Scharringhausen and Goodwin, told us something of Canadian literature. Thus a most pleasant and enjoyable evening was passed, despite the disappointment caused by the non-arrival of "our special correspondent," Mrs. H.'s, and our artist, Miss A.'s, sketches. Hope the mails will make better connection in future. It was also regretted that our valiant soldier, Dr. J., was not with us to "light his battles o'er again." Sociability was enjoined by the President, at the end of our trip, and from the flutter of fans (and hearts perhaps), and the murmur of voices, a looker-on would have decided that the Chautauquans were a social people.

WHEN IN EITHER
ORLANDO OR BARTOW
VISIT
HUDNALL'S
Mammoth Boot and Shoe
HOUSES.
12-24

E. L. MAXSON,
AT EAGER'S DRUG STORE
SCHOOL BOOKS,
SCHOOL SUPPLIES,
STATIONERY,
MUSIC,
VIOLIN STRINGS.
FLORIDA :-: VIEWS.
Fruit and Confectionery,
WINTER PARK :-: FLORIDA.

H. M. WOODRUFF,
JEWELER.
WATCHES, CLOCKS, JEWELERY,
WILSON'S SPECTACLES AND
FLORIDA CURIOSITIES.
REPAIRING OF ALL KINDS.
WINTER PARK, -:- FLA.

POINT PLEASANT for Sale.
One of the handsomest places in the State; a beautiful natural house site; choice varieties of budded fruit just coming into bearing; roses and other shrubbery in splendid condition; fine neighborhood in vicinity of Churches and Railroad Station, two miles from the Seminole.
J. C. EATON,
Lake Maitland, Fla.

DR. H. C. JONES,
RESIDENT
PHYSICIAN AND SURGEON
Office at Residence,
INTERLACHEN AVENUE,
WINTER PARK, - - FLORIDA.

J. E. BRECHT, M. D.,
DENTIST,
OFFICE AT RESIDENCE.
Cor. Interlachen and Welborne Aves.,
WINTER PARK, FLA.

The Poor Man's Paradise.

The poor man, that works for wages, or that is well up in the tens, hundreds or thousands, and makes a failure in Florida; that man is a failure in any country on earth. Mere laborers for wages, governed by other men's brains, that can't succeed at $1.50 per day, had better stay where they are. With a garden patch to wedge in odd hours, some poultry, a few fruit trees growing, where from one to five acres can be bought for $10 or $15 per acre, there is no such word as fail. A man with proper industry can make a living in Florida with an axe and grubbing hoe. I have my first failure to witness by any man of pluck anywhere in South Florida. Thirty-six years as a frontiersman have brought hundreds of men to my notice, who came here with nothing except an ox-cart and a house full of children, that at this time control thousands of dollars' worth of property, and there are many such in my acquaintance. FAILURE! Oh, no; such a thing is abnormal and extraneous in sunny Florida.—*"Cracker," in Florida Dispatch.*

Acreage in Cane.

We find by careful inquiry that, aside from the St. Cloud plantation and some of our larger planters, there are scattered throughout this section patches of cane ranging from one to five acres in extent, aggregating 300 acres. It is safe to assert that had it not been for the erection of the St. Cloud sugar mill, not one-tenth of this amount would have been planted.

Now let us see what the St. Cloud enterprise has done for the small planters. The cane will yield forty tons per acre, which will amount to an aggregate of 12,000 tons, and at $4.80 per ton, the contract price of the sugar company, the small planters will have scattered among them for their cane $57,000! Forty tons per acre and $4.80 per ton, or $192 per acre.—*Kissimmee Leader.*

J. B. Staten, of Ocoee, this county, shipped 106 crates of cucumbers off half an acre, and then sold the patch for enough to pay all costs of raising.

The prospect is said to be good for a heavy crop of scuppernong grapes in South Florida this year.

GAPEN & COMPANY,

CONTRACTORS.

TREES FURNISHED AND
SET OUT. LAND CLEARED.
GROVES CULTIVATED.

Agents for SWIFT-SURE and Other Best Grades of Fertilizers.

FIRE INSURANCE IN BEST COMPANIES NEGOTIATED.

PLENTY OF GOOD SEASONED STOVE WOOD ON HAND.

ALL INTENDING SETTLERS

Should visit Winter Park, and see the properties in our hands before making a selection. Winter Park is the loveliest and healthiest spot in Florida.

With its SEMINOLE HOTEL OF 250 ROOMS, Its ROLLINS COLLEGE, the BEST SCHOOL in the STATE, and Its EXCELLENT SOCIETY.

It presents social advantages which no other town in Florida can equal.

Orange Groves of all Sizes, Unimproved Lands, Etc.,

Agent for Lands of the Florida Southern Railway Company—4,000,000 acres, newly offered for sale at prices from $1.25 to $5 per acre.

TITLES EXAMINED, LOANS NEGOTIATED, ETC.,

ALL INFORMATION CHEERFULLY GIVEN ON APPLICATION TO HUGH MAC CALLUM, SOLICITOR,
(LATE OF SCOTLAND.)

Law and Real Estate Office,
WINTER PARK, - - - - FLORIDA.

GRIFFITHS BROTHERS,

DINING ROOM

OPP. SOUTH FLORIDA RAILROAD STATION.

Special Rates by Week or Month---Furnished Rooms to Let.

WINTER PARK, FLORIDA

THOMAS W. GRIFFITHS. JAMES A. GRIFFITHS

Purity in Fiction.

Emerson said, "'Tis the good reader that makes the good book; a good head cannot read amiss." Although this may be true to a certain extent much care is still necessary in the choice of books. Since "reading maketh a full man," let us fill up with only that which is good. Robert Collyer, in his "Talks to Young Men," presents some wholesome thoughts on the subject:

"Some one says novels are week-day sermons and their writers week-day preachers, who should also take us into clean and good company, and I like that canon. Things have come to a bad pass with us when we smuggle our company into the house on the sly, and hide them in closets, for fear the mother and sisters or the wife and children will see them. My best and truest manhood bids me wash my hands in innocency when I read a novel. I count it for pure worth that I early learned to read Charles Kingsley's stories, and read them still. They are as healthy as his Devonshire moors, and bracing as a splendid winter's day. And I do not agree with Mr. Taine that our steadfast insistence on clean stories in England and America is only a mask Frenchmen disdain to wear. I tell you it is the faith of men who propose to stand by the ten commandments, the instinct of the nations which are clasping hands to reach round the world; and it is the rule I would commend to you, and the instinct above all others. It is not healthy, or wealthy, or wise to sit up late or rise up early reading novels in which the main end of life in the hero seems to be to commit a murder and in the heroine to blunder into bigamy."

Kaki, loquat and pomelo will be used in the forthcoming reports of the United States Pomologist, to designate the fruits which have commonly, but incorrectly, been called Japan persimmon, Japan plum and grape fruit. Prof. Van Deman is the right man in the right place. Pomologically speaking, he doesn't hesitate to "take the bull by the horns."—*Florida Dispatch.*

Ladd receives subscriptions for LOCHMEDE—subscribe for it.

REMEMBER

That whatever Printing you may have to do will all help to support and encourage the publisher of

YOUR HOME PAPER

and enable him to make it better than he can otherwise afford to do, for whatever he can make from such work is all reckoned in among the inducements to publish the paper.

THE

OFFICE OF LOCHMEDE

IS PREPARED TO DO

FINE JOB PRINTING

OF ALL KINDS.

We do not compete in prices with those who use poor materials, and do hasty and careless work, but we guarantee good work at as low prices as the same can be had elsewhere.

We shall be personally in Winter Park every Friday, and occasionally at other times, and orders may be left at any time with

OUR LOCAL AGENT

CHAS. J. LADD,

WINTER PARK.

THE FLORIDA ARCHITECTURAL BUILDING COMPANY,

Furnish Architectural Plans, Contract for Buildings, Furnish Building Materials, Kiln Dried Lumber, Scroll Work, Stair Work, Mouldings, Office Furniture, etc.

ALL WORK GUARANTEED. PRICES REASONABLE.

Office: LONGWOOD.

Branch Architectural Office: WINTER PARK.

WINTER PARK, FLORIDA.

A beautiful location on the Water-shed or backbone of Florida, with nine beautiful lakes of running water; with the Hotel Seminole, accommodating 200 guests; with Rollins College and its 100 students, with an able faculty under Rev. E. P. Hooker, D. D., President. It is one of the most charming resorts in the State. Thousands have visited it to find health and recreation this winter, and none have gone away disappointed. Its educational advantages and its healthfulness, its location and its easy access by railroad makes it the most desirable and loveliest spot in Florida.

Having added a General Real Estate Department, those having property to sell, as well as those looking for investments, will find it to their advantage to give us a call. Property will be shown free of charge and maps, circulars, etc., promptly furnished on application to

THE WINTER PARK CO.

LOCHMEDE

We trust the people of Winter Park will be sufficiently pleased with our effort to give them an attractive paper to come to our support generously with advertisements and subscriptions, looking for the return on their investment quite as much to the impression of their town created by a presentable paper sent abroad, as to the direct value to them personally of the reading matter supplied, although we shall try to make this as good as possible, and of a character which shall be an index of the refined class of people to whom we look for support. Send us $1.50 for

YOUR SUBSCRIPTION

and see that all people at a distance, who are in any way likely to be interested in Winter Park have a chance to subscribe too. The more we get the better we can make the paper, and we shall take pride and pleasure in enlarging and improving as fast as we can afford to do so. Send us

YOUR ADVERTISEMENTS

and do not be ashamed of a small one, nor too close in calculating the return from as big a one as you can afford. It will all help to make a good showing for the town.

Address: J. B. HENCK, Jr., LONGWOOD, FLA.

Or our Agent CHAS. J. LADD, WINTER PARK, FLA.